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### **SMEs and mass collaborative knowledge management**

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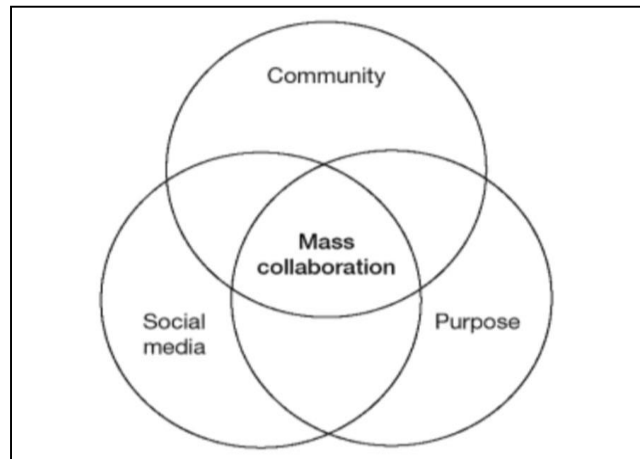
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## TABLES

**Table 1.** Interview structure

The six principles of MCKM	Questions
Opening up internal knowledge	Have you embedded SMNs within your business strategy? If so, when did you start to use a social media strategy? What are the benefits?
Cultivating long tails	How do you engage your customers via SMNs? What is the main factor that encourages them to collaborate with you via SMNs? Did they support you in your innovation process?
Harnessing Pro-Ams	How do you approach your clients via SMNs? How do you collaborate with them?
Producing knowledge emergence	How do you cope with the current dynamic market? Have your customers helped you resolve problems via SMNs? How creative do you think you are in working with them via SMNs?
Implementing self –organizations	What is your approach to your clients via SMNs? How do you feel about not being able to control the development of an innovation entirely with your customers via SMNs?
Employee man–machine collaboration	How long do you take in stimulating a discussion with customers? Do you talk to each customer? If so, how long do you continue the conversation with them via SMNs?

## FIGURES



**Figure 1.** Components of mass collaboration knowledge management within the virtual environment (Source: Bradley & McDonald, 2011).